

Generic Clearance for CDC/ATSDR
Foundational User Interviews with the Public

OMB Control No. 0920-1154

Supporting Statement B

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Centers for Disease Control and Prevention (CDC)

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B. Collections of Information Employing Statistical Methods

1.Respondent Universe and Sampling Methods

To participate in the general public interviews, participants must meet the following primary inclusion criteria:

1. Data Enthusiasts/ Appreciators (n=10). These are individuals with positive beliefs in the role of data and seek data to inform decision making.
2. Data Ambivalent (n=10). These are individuals who do not have strong beliefs around the role of data and rarely seek data to inform decision making.
3. Caretakers/Adult Children of older adults (n=10)
4. Caretakers or parents of children (n=10)
5. Immunocompromised(alternate)

To participate in the general public interviews, participants must meet the following primary inclusion criteria:

1. Blind, visually impaired, or other physical disabilities (n=10)
2. Cognitive disabilities ex. Autism, ADHD, Dyslexia (n=10)

Potential participants are drawn from a national panel of individuals who have opted in to participate in interviews on various topics. The contractor Kaptivate will direct a subcontracted panel provider to distribute an invitation to screen for the interviews to members of its panel, starting with those individuals whose panel profiles suggest they are most likely to qualify (e.g., have already identified as a physician in a target state, etc.). When an individual receives the invitation to screen, they will complete a screening questionnaire online (Attachment 1). Individuals must pass the screening questionnaire without being disqualified based on their answers or due to quotas reached on certain characteristics.

A total of 60 participants will be purposively selected from this pool of eligible participants. Within the parameters of the general population, participants will be selected to ensure a level of diversity across U.S. states, gender, age, ethnicity and race, and urban-suburban-rural status.

Diversity across the populations interviewed is key to ensure that the design team meets the CDC's goal to ensure health equity is central to the work. By hearing from these varied individuals, the insights collected will allow the team to consider health disparities and health inequities across a range of population groups that disproportionately experience poor health outcomes. Supporting Statements A provides more detail into this project's desired participant categories and characteristics.

Selected participants will be invited to confirm their interest and availability in participating. Once confirmed, a confirmation message will be sent to the participants with logistical information, as well as the date and time of the interview. A day or two prior to the scheduled interview, participants will receive a reminder email. To incentivize participation, interview participants will be offered a \$100 incentive for their time, in line with market research recruitment standards for this audience. If, at the time of invitation, the participant declines to participate, a replacement participant will be selected from the pool of eligible participants.

A contracting company will conduct all recruitment and screening activities.

2. Procedures for the Collection of Information

After completing screening, 60 interviews will be conducted that will last 60 minutes. Project records will be maintained in accordance with the federal record retention requirements.

Trained moderators from the CDC and the contractor Booz Allen Hamilton will conduct all interviews. Contractors from Kaptivate will oversee recruitment and screening (described in Section 1). The interviewer will use a semi-structured interview guide for all interviews (Attachment 2). The questions in the interview guide seek to provide understanding of the full-spectrum experience of accessing, reviewing, and interpreting public health content with a focus on discovering the components of trust and experiences that lead to action.

With the consent of each participant, interviews will be audio and video recorded to capture the content of the discussion. Recordings will be transcribed into transcripts which will be used for analytic purposes in the development of a report. Field notes will be taken during the interviews to capture key quotes or expressions. PII will not be transmitted to OPHDST.

3. Methods to Maximize Response Rates and Deal with No Response

By design, all potential participants in these interviews will be drawn from a panel of individuals who have opted in to participate in studies like this one. The use of panel sampling helps to maximize the efficiency of recruiting, since all possible participants are familiar with the recruiting contractor and many will have been contacted before.

It is sometimes the case that participants do not sign in on time for their interview, usually because of either unexpected demands on their time or due to forgetfulness. To reiterate the importance of participation and remind participants of their agreement to participate, respondents are given several days' advance notice of the interview and are sent reminder emails the day before and day of the interview. Should they still not appear, the recruitment team at Kaptivate has protocols in place so that the recruiting team can quickly email or call the participant to confirm availability or reschedule as needed. If the respondent is entirely unresponsive, they may be replaced after the day of the planned interview.

At the beginning of each interview itself, participants will be reminded that their participation is voluntary, they do not need to answer any question that they are not comfortable answering, and they may end the interview at any time if desired.

4. Test of Procedures or Methods to Be Undertaken

No pre-tests are planned for this project.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

This information collection request does not employ statistical methods.

Kaptive and Booz Allen Hamilton are working under contract with OPHDST and have been consulted on the development and design of this data collection. Kaptive will conduct recruiting and screening participants for this data collection project. CDC and Booz Allen Hamilton will conduct 60, 60-minute-long online interviews with the general public in the U.S. CDC and Booz Allen Hamilton will analyze the data.

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